

To: Visual Arts Committee
San Francisco Arts Commission

From: Lynne Baer
Public Art Advisor

RE: 78 Haight Street Public Art Project
Review of Solar Panel material

Background

At the December 15, 2021 meeting of the Visual Arts Committee, the proposal, *Octavia Boulevard and the Central Freeway (now and then)*, by Kota Ezawa to be installed at 78 Haight Street, located at the corner of Haight Street and Octavia Boulevard was presented.

The Committee gave conditional approval with the understanding that we schedule an additional presentation with images of the panels to demonstrate if the panels would have a glare to the surrounding neighbors. Attached are images of the sample panels taken at various angles. Application of the SolarSkin film substantially reduces the amount of glare. We, along with the artist, Kota Ezawa, are very happy with the samples and look forward to the installation of the entire image on all the panels.

The artwork will be printed onto a special film which will be applied onto the solar panels to be installed on the south face of the building. This installation of the artistic solar panel will meet the project's goal of achieving the highest standards of sustainable design on-site as well as fulfilling a required art component of the project, achieving two goals with one solution. The idea to place the Solar PV panels in this location was suggested and supported by HVNA.



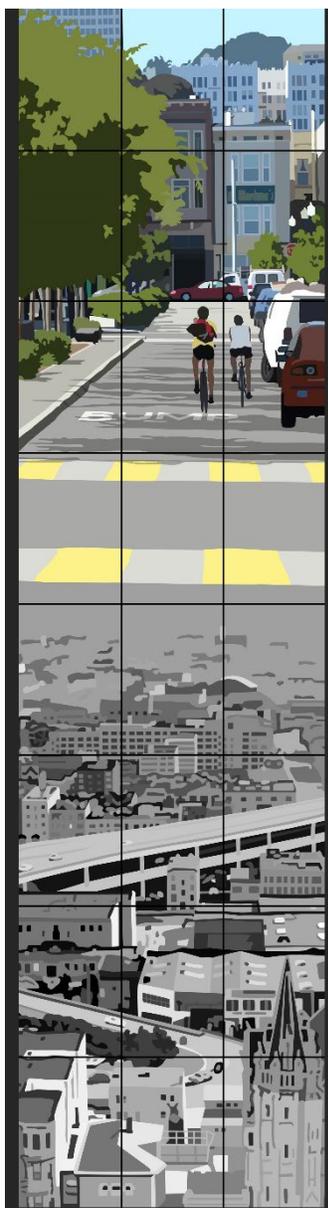
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Kota Ezawa***Octavia Boulevard and the Central Freeway (now and then)*****78 Haight Street**

The proposed artwork combines a contemporary view of Octavia Boulevard with a drawing of the Central Freeway that used to stand in its place. This visual composition commemorates and celebrates the transformation of the Market & Octavia Neighborhood while acknowledging the complex history of the Central Freeway. Placed on top of each other with no delineated boundaries, the two images function as one seamless visual scroll wherein viewers travel from one time period to another.

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PERSPECTIVE VIEW

NOT TO SCALE

ARCHITECTURAL BASE DRAWINGS AND DIMENSIONS BASED ON MATERIALS BY PAULA TAGGERT ARCHITECTS.

TITLE: **Octavia Boulevard and the Central Freeway (now and then)**
 PUBLIC ART INSTALLATION FOR
 78 HAIGHT STREET, SAN FRANCISCO, CA

ARTIST: KOTA EZAVIA, ARTIST
 CONTACT: 2907 Georgia St.
 Oakland, CA 94602
 k2288888@gmail.com

PRESENTATION STUDY

ISSUE DATE: SD1_1.10.21
 FILE NAME: HAI_SD1_011021

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SHEET #.

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Images of the Panel Samples

Photos were taken at midday in bright sunlight with the same exposures the panels will receive when installed.



from across Market Street



Side view up close



Detail

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Kota Ezawa (born 1969, Cologne, Germany) is a Japanese-German American artist and arts educator. His artwork usually responds to current events from sources in the news, pop culture, and art history. He began his undergraduate studies at the Kunstakademie in Düsseldorf before relocating to the Bay Area where he received a BFA from the San Francisco Art Institute and an MFA from Stanford University in 2003. His work has been showcased in solo exhibitions at major museums nationally and internationally including Museum of Contemporary Art, Santa Barbara, CA, SITE Santa Fe, NM, Vancouver Art Gallery, Canada and group exhibitions at Copenhagen Contemporary, Whitney Museum of American Art, New York, Museo Thyssen-Bornemisza, Madrid, Spain, San Francisco Museum of Modern Art, Hirshhorn Museum and Sculpture Garden, Washington, D.C, Metropolitan Museum of Art, New York, NY.

Ezawa received a SECA Art Award in 2006 and a Eureka Fellowship in 2010. His work has been acquired by leading institutions including the Metropolitan Museum of Art, New York, NY; Museum of Modern Art, New York, NY; Whitney Museum of American Art, New York, NY; Hirshhorn Museum and Sculpture Garden, Washington, D.C; J. Paul Getty Museum, Los Angeles, CA; Art Institute of Chicago, IL; Musée D'Art Contemporain de Montréal, Canada; and Baltimore Museum of Art, MD. He has been the subject of several monographic publications, including *The Crime of Art* (2017) and *The History of Photography Remix* (2006).

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